**Problem: Plan to create a women only community where women help each other in various problems and activities.**

1. **Explain how you will create this community. Using no or less technology.**
2. **What activities can be planned on this community to keep it engaging?**
3. **What help can be interchanged in this community among the users?**
4. **Marketing: How will you get users to sign up for this community?**
5. **Strategy: Who are the competitors? How are they making money and how much?**
6. **Growth Hack: You have any idea to make this community viral overnight?**

**Answers-**

1. Target local built-in women only community to connect with them. If there is none, target the common problem that women are facing in local community which is the niche of your platform. Solve the problem free for 2-3 influential women through your platform. And keep them in solution part all the time to show them how the full process works. Try to show them pros and cons. Be honest to build the faith in them for you.
2. After completing first step convince them to refer to other women who are facing the same problems and make them qualities of your services are good.
3. Offer temporary positions for field level work from the people who already took your services and know about it. Offer freemium for a short period and use that period and give the most efforts to make it engaging.
4. Building trust is core to make people sign up for this community which can be done by following steps from above.
5. Traditional vendors, Platforms that are having the same niche. Some are making money through traditional way and some are using digital marketing.
6. Target young generation who are having big amount of audience and already related to the same niche as your platform’s services through social media networking in some way and caught their emotions through your service. It can be targeted audience from point A who are connected to young generation already.